Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (previously presented) A system for managing coupon redemption under a reward program, comprising:

a portable token configured to store an electronic coupon and a redemption tally, the redemption tally representing the number of times the electronic coupon has been redeemed by a holder of the portable token for a corresponding reward under the reward program; and

a token acceptance device configured to communicate with the portable token and store a redemption limit relating to the electronic coupon, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program, the token acceptance device further configured to receive information relating to a transaction from the holder;

wherein the holder indicates to the token acceptance device that the electronic coupon is to be redeemed and applied to the transaction;

wherein upon receiving indication of redemption of the electronic coupon, the token acceptance device compares the redemption limit to the redemption tally and determines whether the electronic coupon is allowed to be redeemed and applied to the transaction; and

wherein the token acceptance device automatically resolves redemption conflicts associated with a concurrent redemption of the electronic coupon and other coupons.

Claim 2. (original) The system of claim 1 further comprising:

a reward host configured to allow a reward program sponsor to establish the redemption limit and communicate the redemption limit to the token acceptance device.

Claim 3. (original) The system of claim 2 wherein the reward host is further configured to allow the reward program sponsor to change the redemption limit in response to one or more conditions.

Claim 4. (previously presented) The system of claim 2 wherein the redemption limit is established based on one or more criteria that are specific to the holder of the portable token.

Claim 5. (previously presented) The system of claim 1 wherein the portable token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claim 6. (original) The system of claim 1 wherein the token acceptance device includes one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash register, a virtual cash register, a kiosk, a security system, and an access system.

Claim 7. (previously presented) The system of claim 1 wherein if it is determined that the electronic coupon is allowed to be redeemed, the token acceptance device updates the redemption tally of the portable token.

Claim 8. (previously presented) A system for managing coupon redemption under a reward program, comprising:

a reward host configured to store a redemption limit, the redemption limit representing the maximum number of times an electronic coupon is allowed to be redeemed for a reward under the reward program; and

a token acceptance device configured to receive the redemption limit from the reward host, the token acceptance device further configured to communicate with a portable token, the portable token having stored thereon a redemption tally, the redemption tally representing the number of times the electronic coupon has been redeemed by a holder of the portable token for the reward under the reward program, the token acceptance device also configured to receive information relating to a transaction from the holder;

wherein the holder indicates to the token acceptance device that the electronic coupon is to be redeemed and applied to the transaction;

wherein upon receiving indication of redemption of the electronic coupon, the token acceptance device compares the redemption limit to the redemption tally and determines whether the electronic coupon is allowed to be redeemed and applied to the transaction; and

wherein the token acceptance device automatically resolves redemption conflicts associated with a concurrent redemption of the electronic coupon and other coupons.

Claim 9. (original) The system of claim 8 wherein the reward host is further configured to allow a reward program sponsor to establish the redemption limit and communicate the redemption limit to the token acceptance device.

Claim 10. (original) The system of claim 9 wherein the reward host is further configured to allow the reward program sponsor to change the redemption limit based on one or more conditions.

Claim 11. (previously presented) The system of claim 9 wherein the redemption limit is established based on one or more criteria that are specific to the holder of the portable token.

Claim 12. (previously presented) The system of claim 8 wherein the portable token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claim 13. (original) The system of claim 8 wherein the token acceptance device includes one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal computer (PC), a tablet (PC), a handheld specialized reader, a set-top box, an electronic cash register, a virtual cash register, a kiosk, a security system, and an access system.

Claim 14. (previously presented) The system of claim 8 wherein if it is determined that the electronic coupon is allowed to be redeemed, the token acceptance device updates the redemption tally of the portable token.

Claim 15. (currently amended) A method for managing coupon redemption under a reward program, comprising:

retrieving a token image from a portable token, the token image having an electronic coupon and a redemption tally relating to the electronic coupon, the redemption tally representing the number of times the electronic coupon has been redeemed for a corresponding reward under the reward program;

comparing the redemption tally to a redemption limit, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program; and

automatically resolving redemption conflicts associated with a concurrent redemption of the electronic coupon and other coupons,

wherein retrieving, comparing, and automatically resolving are performed by a token acceptance device.

Claim 16. (currently amended) The method of claim 15 further comprising:
storing the redemption limit in [[a]] the token acceptance device.

Claim 17. (original) The method of claim 16 further comprising:
allowing a reward program sponsor to establish the redemption limit; and
communicating the redemption limit to the token acceptance device.

Claim 18. (previously presented) The method of claim 17 wherein the redemption limit is established based on one or more criteria that are specific to a holder of the portable token.

Claim 19. (original) The method of claim 17 further comprising:
allowing the reward program sponsor to change the redemption limit based on one or more conditions.

Claim 20. (original) The method of claim 15 wherein comparing the redemption tally to the redemption limit further comprises:

determining whether the electronic coupon is allowed to be redeemed.

Claims 21.-43. (canceled)

Claim 44. (previously presented) The system of claim 2 wherein the reward host is further configured to prioritize multiple coupon redemptions for the transaction.

Claim 45. (previously presented) The system of claim 44 wherein the reward host is further configured to determine rules or logic to resolve conflicts between the electronic coupon and a paper-based coupon or the other coupons.

Claim 46. (previously presented) The method of claim 20 wherein determining whether the electronic coupon is allowed to be redeemed further comprises:

prioritizing multiple coupon redemptions.

Claim 47. (previously presented) The method of claim 46 wherein token acceptance device will store the electronic coupon within the memory of the portable token for future use if it determines there is a conflict with the other coupons.

Claim 48. (previously presented) The method of claim 46 wherein prioritizing multiple coupons redemptions further comprises:

redeeming one or more rewards under the reward programs.

Claim 49. (new) The method of claim 15 wherein the portable token is a phone.

Claim 50. (new) The method of claim 15 further comprising:

receiving the redemption limit at the token acceptance device from a reward host; and

receiving modified redemption limits at the token acceptance device from the reward host.